

Application No. 10/656,865
Amendment dated February 22, 2005
In Reply to Office Action dated September 20, 2004

Amendments to the Claims:

This listing of claims will replace all prior versions and listings of claims in the application:

Listing of Claims:

1 -10. (cancelled)

[12] 11. (currently amended) An advertisement display for placement within a printed publication, said display comprising:

a plurality of pages with at least one page having an image displayed thereon; and
a plurality of panels, each of said panels having at least one edge thereon, wherein
a first panel, among said plurality of panels, and attached to said page with a printed image
thereon, is coupled to at least one second panel among said plurality of panels along at least one
edge of said first panel, such that said second panel is configured to be folded onto said first
panel along said edge, and wherein said first and second panels further having images thereon
that correspond to the image printed on said page.

[13] 12. (currently amended) The advertisement display as claimed in claim [12] 11,
wherein when said [printed] panels are folded over the image on said page, said image on said
page is altered.

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[14] 13. (currently amended) The advertisement display as claimed in claim [12] 11, wherein when said [printed] panels are folded over the image on said page, said image on said page remains the same.

[15] 14. (currently amended) The advertisement display as claimed in claim [12] 11, further comprising a third panel coupled to at least one edge of said second panel, wherein said third panel is configured to be folded onto said second panel before said second panel is folded onto said first panel.

[16] 15. (currently amended) The advertisement display as claimed in claim [12] 11, further comprising a fourth panel coupled to a second edge of said first panel, wherein said fourth panel is configured to be folded onto said first panel before said second panel is folded onto said first panel.

[17] 16. (currently amended) The advertisement display as claimed in claim [12] 11, wherein the coupling between said panels is formed along a solidly formed edge.

[18] 17. (currently amended) The advertisement display as claimed in claim [12] 11, wherein the coupling between said panels is formed along a perforated edge.

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[19] 18. (currently amended) The advertisement display as claimed in claim [12] 11, wherein said panels contain individual advertisements designed to be removed independently from one another.

[20] 19. (currently amended) The advertisement display as claimed in claim [19] 18, wherein said individual advertisement [designs] are any one of coupons, business cards, product samples, a mailer for return mailing, and a list of store locations.